

ORDER



Orders
Order / Rev: 677682
Alt Order #: 06112538
Product Desc: NRSC 2012
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Republican Senatorial Comm
Demographic: A25-54
Product Codes: IS-Candidate/US Senate,IS-Issue/Non
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	45	\$84,500.00	\$71,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	45	\$84,500.00	\$71,825.00	0.00
Totals	45	\$84,500.00	\$71,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/31/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$500.00		0.00			
2	WUSA	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$300.00		0.00			
3	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
4	WUSA	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$2,500.00		0.00			
5	WUSA	10/31/12	11/02/12	10-11a Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$350.00		0.00			
6	WUSA	10/31/12	11/02/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$800.00		0.00			

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 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	10/31/12	11/02/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$800.00			0.00			
9	WUSA	10/31/12	11/02/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3			\$700.00			0.00			
10	WUSA	10/31/12	11/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2			\$650.00			0.00			
11	WUSA	10/31/12	11/02/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2			\$900.00			0.00			
12	WUSA	10/31/12	11/02/12	CBS Evening News CBS Evening News	CM	630-7p	--WTF--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2			\$3,500.00			0.00			
14	WUSA	10/31/12	11/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		1			\$2,200.00			0.00			
15	WUSA	10/31/12	11/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p (11:00 PM-11:30 PM)	--WTF-S	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF-S		4			\$2,500.00			0.00			
16	WUSA	10/31/12	11/02/12	Letterman Late Night with David Letterman(11:35 PM-12:30 XM)	CM	1135P-1237A	--WTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2			\$1,000.00			0.00			
19	WUSA	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$18,000.00			0.00			
20	WUSA	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$12,000.00			0.00			
22	WUSA	11/05/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$300.00			0.00			
23	WUSA	11/05/12	11/06/12	10-11a Let's Make a Deal	CM	10-11a	MT-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		1			\$350.00			0.00			
24	WUSA	11/05/12	11/06/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$800.00			0.00			
25	WUSA	11/05/12	11/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2			\$800.00			0.00			
27	WUSA	11/05/12	11/05/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/05/12	M-----		1			\$700.00			0.00			

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27	WUSA	11/05/12	11/05/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----	1					\$700.00		0.00			
32	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----	1					\$2,200.00		0.00			
35	WUSA	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----	1					\$10,000.00		0.00			
													Totals	45	\$84,500.00